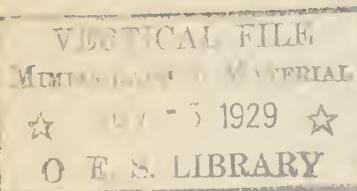


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THIS LOOKS GOOD

ARKANSAS AGENT FINDS FILM STRIP USEFUL

Prepared by Reuben Brigham



HE "EYES" HAVE IT in Faulkner County, Ark., according to W. L. Hall, the county agricultural agent. Mr. Hall recently selected and assembled a series of his own photographs on soil improvement and management. These were arranged in logical sequence, explanatory subtitles were introduced, and the entire set was reproduced on a film strip entitled "Soil Improvement and Management Program of Faulkner County, Ark." Mr. Hall found that this film strip containing his own photographs has been an economical, helpful, and effective means of presenting to farmers in his county actual local soil problems and their solutions. His enthusiastic comments on the film strip follow:

"I have found this film strip much easier to use than any other illustrative material which I have ever had. No doubt the reason for this is that I am familiar with all the details and subject matter from which the strip was developed.

"The fact that it was made from pictures taken in a community with which I am familiar has made it much more helpful. In communities where I have shown the film strip there have always been men who knew the locations of the various subjects portrayed.

"I am much more familiar with my own material than I could ever become with the subject matter of photographs which some one else had produced. I would rather have one film strip made from my own photographs than to have several department strips which must necessarily be of a general nature, because I can use my own pictures to much greater advantage in my county."

Original distribution to all extension directors, supervisors, specialists, and county extension agents.

